

# ACADEMY OF ECONOMIC STUDIES OF MOLDOVA

# GUIDE

*ON THE DEVELOPMENT AND DEFFENCE OF THE  
BACHELOR'S THESIS*

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**GUIDE**  
on the development and defence of the  
bachelor's thesis

Chişinău – 2025

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## GENERAL

The completion of undergraduate studies at the Academy of Economic Studies of Moldova (ASEM) necessitates the organization of the undergraduate examination, which encompasses the defense of the bachelor's thesis.

The bachelor's thesis constitutes the original scientific work, developed through the student's independent research activity, and it is a mandatory condition for granting a qualification.

The objective of the bachelor's thesis is to evaluate the graduate's aptitude for conducting research, applying theoretical knowledge to the development of practical solutions pertinent to the field of professional training, conducting a case study, and producing a unifying document that incorporates their own observations and conclusions.

The bachelor's thesis is typically formulated during the final year of higher education. The preparation period for the bachelor's thesis is preceded by an internship, the objective of which is threefold: first, to consolidate the theoretical knowledge obtained in ASEM; second, to select the information necessary for preparing the bachelor's thesis; and third, to obtain skills in the field of specialization.

In the process of developing the Guide, the recommendations from two documents were taken into account: the "Guide on the preparation of doctoral theses and self-reports," which was approved by the National Council for Accreditation and Attestation of the Republic of Moldova, and the "Guide on the preparation and defense of bachelor's theses/projects," which was developed within the TEMPUS Project "Development of partnerships with enterprises in the Republic of Moldova."

The guide is intended for students, scientific supervisors, and members of the undergraduate examination committees. It establishes uniform regulations for the development and defense of the undergraduate thesis within the Academy of Economic Studies of Moldova.

## 1. BACHELOR'S THESIS TOPIC SELECTION

The topic of the bachelor's thesis is determined by the relevant departments and reviewed on an annual basis by the Faculty Council. Students are informed of the topic no later than the conclusion of the penultimate academic year. Concurrently, the subject is published on the faculty website and the department website, with annual updates.

The student selects the thesis topic from the list proposed by the specialized department at the conclusion of the study year preceding graduation, according to their own interests, but no later than the first month of the final year of studies.

To approve a topic, students must submit the *Application for Approval of the Bachelor's Thesis Topic (Annex 1)* to the head of the specialized department no later than September 30. This application indicates the topic of the chosen bachelor's thesis, the entity on the basis of which the thesis will be developed, and optionally the scientific supervisor. The application becomes an integral part of the Annual Study Contract.

Following a thorough review of the submitted applications, the head of the department will approve the topic for the bachelor's thesis and appoint the scientific coordinator.

It is important to note that a hierarchical structure for the proposed assignments is not in place. Each assignment is designed to allow for the maximum grade, provided that the stipulated conditions and requirements are met.

Students are permitted to submit proposals to the head of the specialized department regarding the topic of their bachelor's thesis. These proposals will be examined and, if deemed necessary, approved during the department meeting and the Faculty Council. The development of bachelor's theses at the behest of practitioners, with the subsequent implementation of the findings, is strongly encouraged.

A student may submit a request to change the topic of their bachelor's thesis a single time, provided that it is received no later than three months prior to the thesis defense. The alteration of subject matter is subject to the approval of the head of the specialized department.

## 2. STUDENT ACTIVITY REGARDING THE DEVELOPMENT AND DEFENSE OF THE BACHELOR'S THESIS

The development and defense of a bachelor's thesis is a process that encompasses several fundamental steps:

1. *The selection of a bachelor's thesis topic, accompanied by the submission of an application for approval to the pertinent department, is to be completed by September 30 of the final year of studies.*
2. *The Calendar Plan for the execution of the bachelor's thesis is to be formulated in accordance with the scientific supervisor (Annex 2).*
3. *The analysis of bibliographic sources is to be conducted in accordance with the selected topic.* The student is expected to select information that aligns with the research topic and to organize it logically. Furthermore, it is imperative to select the information essential for the subsequent compilation of the bibliography. This encompasses the title of the journal, the article, the author's name and surname, the title of the book, the place of publication, the year of publication, and the pages from which the information was retrieved, among other elements.
4. *The formulation of objectives and the subsequent approval of the provisional thesis plan are prerequisites for the initiation of the research process.* The preliminary thesis plan is developed in accordance with the guidelines established by the scientific supervisor. Following the completion of the initial documentation on the designated topic, the definitive plan will be formulated.
5. *The collection, analysis, and interpretation of practical data are essential components of the research process.* These can be obtained from two distinct sources: first, internal sources of enterprises and organizations that are the object of study in the paper (notes, information, reports, invoices, orders, records, reports of various departments, services, etc.), and second, various external sources of secondary information (materials of various enterprises, institutions, associations, chambers of commerce, research centers and institutions, etc.). The student acquires information regarding the enterprise during the internship;
6. Textual parts of the thesis and its chapters must be prepared accordingly to the requirements of this guide;
7. *The bachelor's thesis must be presented to the scientific supervisor at each stage of development, according to the terms provided for in the Bachelor's Thesis Execution Schedule.* The supervisor will make observations and suggest additions and/or modifications that would improve the quality of the thesis.
8. In accordance with the established protocol, *the thesis must be submitted in electronic format to the ASEM Repository for the purpose of anti-plagiarism*

*testing* a minimum of three weeks prior to the commencement of the examination period.

9. The printing and binding of a copy of the bachelor's thesis is required, accompanied by the mandatory attachment of two documents: the Calendar Plan for the execution of the bachelor's thesis and the Report on the placement of the bachelor's thesis in the Anti-Plagiarism system.
10. *The submission of the thesis in its original form must be approved by the scientific supervisor.* In addition, registration in the *Register of Bachelor's Theses* is required at least *three weeks* before the exam period.
11. *The preparation of a communication accompanied by a presentation in PowerPoint/ Prezi*, or other such digital platforms is imperative for the public defense of the thesis.
12. *The public defense of the bachelor's thesis, accompanied by the opinion of the scientific supervisor* and endorsed by the head of the department, is to take place in accordance with the established schedule.

The student, in their capacity as author, bears sole responsibility for the accuracy and veracity of all data presented in the paper.

### 3. THE ROLE OF THE SCIENTIFIC COORDINATOR

During the development of the bachelor's thesis, each student is assisted and guided by a scientific supervisor. The supervisors of the bachelor's thesis are admitted as teaching staff with scientific titles, as well as practicing specialists from the national economy.

A faculty member is permitted to supervise a maximum of 12 bachelor's theses in the context of a full-time teaching appointment. Consequently, the sequence in which applications are submitted to the department is directly correlated with the supervisor's approval. In the event that the established quota for a given scientific supervisor is exceeded, additional applications will be disseminated to other members of the faculty.

The scientific coordinator of the bachelor's thesis has the following responsibilities:

- Informing the student about the stages of creating and presenting the Bachelor's Thesis Calendar Plan;
- Coordinating the development and approval of the bachelor's thesis plan;
- Consulting the student during office hours;
- Directing research on the content of the thesis, including critical observations and correction recommendations;
- Support in selecting bibliographic sources for the researched topic;
- Monitoring and periodic approval of the status of achievement of milestones, by signing in the Calendar Plan in the "Execution Approvals" section;
- Analysis of the full content and final form of the thesis;
- Admission of the bachelor's thesis for placement in the Anti-Plagiarism System;
- Presenting the **Opinion** on the final version of the Bachelor's Thesis (Annex 8).

The bachelor's thesis is a personal endeavor in which the student assumes full responsibility. The scientific supervisor provides assistance and support, ensuring that the student's work is not unduly influenced by external ideas.

Upon completion of the bachelor's thesis, the scientific supervisor is responsible for analyzing the content of the thesis and its compliance with the requirements set forth by the Guide. This analysis results in a written opinion that addresses both the positive aspects of the thesis and any objections and shortcomings. The supervisor also assigns a grade to the thesis.

The execution calendar for the bachelor's thesis and the scientific supervisor's approval are mandatory documents. The scientific supervisor must sign these documents to accept and defend the thesis.

## 4. RESPONSIBILITIES OF THE HEAD OF THE SPECIALTY DEPARTMENT

In order to facilitate the process of developing, presenting and defending the bachelor's thesis, the head of the specialized department has the following responsibilities:

- To approve the topic of bachelor's theses developed within the department in the academic year preceding the one in which the thesis is developed and defended;
- To present on paper for approval by the Faculty Council, the topics of the bachelor's theses approved by the department and placing it on the department/faculty's WEB page;
- To designate the scientific supervisor within 2 weeks after the end of the deadline for submitting applications by students;
- To place information regarding the approval of bachelor's theses and supervisors on the department's WEB page or on the department's notice board;
- To approve/reject the requests to modify the thesis topic, 3 months before the start of the thesis defense session;
- To approve/reject the request regarding the topic of the bachelor's thesis for students requesting a repeated defense;
- To be registered as a user in the ASEM – MOODLE course management system ([www.vle.ase.md](http://www.vle.ase.md)) to subsequently verify the level of coincidence of the bachelor's theses;
- To elaborate minutes regarding exceeding the level of similarity of the bachelor's theses and presenting it for examination to the Faculty Jury;
- To inform scientific supervisors about the Instructions regarding the placement of the bachelor's thesis in the Anti-Plagiarism system;
- To allow/reject the bachelor's thesis for defense based on the report from the Anti-Plagiarism System and the opinion on the bachelor's thesis prepared by the scientific supervisor.

## 5. STRUCTURE, CONTENT AND VOLUME OF THE BACHELOR'S THESIS

The bachelor's thesis is structured into chapters and includes the following mandatory elements:

**Title page** - shall be completed according to Annex 3 and shall contain:

- logo and name of the higher education institution (Academy of Economic Studies of Moldova);
- name of the faculty and specialized department;
- the student's first and last name;
- the name (title) of the bachelor's thesis;
- the mention "Bachelor's thesis";
- the number and name of the specialty;
- the admission notice supported by the head of department (with space reserved for signature);
- the mention "Author" indicating the student's surname, first name, academic group and form of study (with space reserved for signature);
- data about the scientific supervisor (surname, first name, scientific-didactic title) (with space reserved for signature);
- the town (Chisinau) and the year of the bachelor's thesis.

If the thesis is written in a language other than Romanian, two title pages will be completed, the first being in Romanian.

**Declaration of self-responsibility** - the bachelor's thesis must fully reflect the author's work, therefore the student **will sign the original** "Declaration of self-responsibility" (Annex 4), which states that the thesis belongs to him/her and that the copyright is respected. The declaration of self-responsibility will also be signed by the scientific supervisor who admits the placement of the thesis in the ASEM Repository .

**Table of Contents** - in the "Table of Contents" all chapters and subchapters of the bachelor's thesis are mentioned, specifying the pages on which they can be found. Table of Contents models are presented in Annex 6.

The "Table of Contents" is prepared by applying the Microsoft Word options (Insert, References , Index and Tables ). The volume of the "Table of Contents" is 1 – 2 pages.

**List of abbreviations** (optional) - all acronyms used in the text are listed in alphabetical order, along with the meaning of the initials and the translation into Romanian (if applicable).

*For example:*

EBRD – European Bank for Reconstruction and Development

NBM – National Bank of Moldova

SCJ – Supreme Court of Justice

SME – Small and Medium Enterprises

ODIMM – Small and Medium Enterprises Development Organization

SNC – National Accounting Standard

**List of figures and list of tables (optional)** - if the bachelor's thesis contains numerous figures (images, diagrams) and/or tables, these can be presented in the form of lists (for figures and tables) containing the name of each element and the page number on which it is located.

**Introduction** - this will necessarily contain the following elements:

- The importance and relevance of the topic;
- The purpose and objectives of the research;
- The object of study. The object of study of the bachelor's thesis is the enterprise, organization, design and research institution where the student completed the bachelor's practice. As an exception, in justified cases, at the decision of the department, the student may use another entity as the object of study.
- Methodological support of the work (*research methods applied, such as: quantitative-qualitative analysis, comparative analysis, case study, survey, interview, etc.*)
- Information base;
- Structure of the paper - concise description of each of the chapters of the thesis;
- Quantitative presentation of adjacent elements (bibliography, annexes).

The introduction is not numbered as a separate chapter, and its maximum length is 2-3 pages.

**The basic content of the thesis** - the bachelor's thesis is presented in 2 - 3 chapters, each with 2 - 4 subchapters. The student, together with the scientific supervisor, decides, depending on the topic of the thesis, whether it will contain 1 or 2 practical/applied/case study chapters, etc. In certain objective situations (if the topic addressed by the author has a specific character and there is no logical-analytical structuring solution in a maximum of 3 chapters), the thesis may have more than 3 chapters.

The basic content of the bachelor's thesis may have the following structure:

**- the theoretical part**

The first chapter presents the theoretical framework of the researched problem. The student, studying the specialized literature, describes the basic concepts/theories/models, performs their analysis, presenting the advantages and limitations.

In this part of the thesis, the student must demonstrate the ability to select various bibliographical sources, to analyze them and to formulate his own point of view. The volume of the theoretical part constitutes approx. 30% of the volume of the thesis.

**- the practical/applicative part**

The practical/applied part presents the contribution of the thesis author, which can take the form of quantitative or qualitative empirical research, a project, the presentation of a model, etc. Depending on the nature and content of the topic, it may include an analysis of the main indicators of the enterprise's activity, on the example of which the bachelor's thesis is developed, examining the problems of practical activity.

The volume of illustrative material in the thesis (figures, tables, etc.) will not exceed 30% of the volume of the main part.

For bachelor's theses in the field of **Information and Communication Technologies and Cybernetics and Economic Informatics**, it is allowed to modify the basic content of the works in accordance with the requirements of the standards in force for IT projects. As a rule, bachelor's theses in these fields are oriented towards the creation of information technologies (computer systems, software applications, etc.) . Their implementation in the real practice of organizations is encouraged.

Thus, the basic content of the bachelor's thesis is presented in 3-4 chapters, each with 3 - 4 subchapters, and the theoretical part in bachelor's theses in the given field merges with all practical compartments. At the beginning of each chapter and subchapter, the theoretical aspects relevant to the respective part of the project are highlighted, demonstrating the ability to select the necessary bibliographical sources and, at the same time, the ability to argue the proposed project solutions.

For each specialty, the department in question could develop more detailed instructions regarding the basic content of the thesis.

**Conclusions** - Within this part, the most important conclusions of the research are formulated, as well as the recommendations obtained as a result of the research.

The conclusions are not numbered as a separate chapter and have a volume of approximately 2-3 pages.

**Bibliographic references** – this section indicates the volume and quality of the student's theoretical documentation. Only the works consulted will be inserted, regardless of their primary nature. It is not allowed to indicate titles that have not been consulted.

Also, all sources cited in the text of the paper must be found in the bibliography list.

The list of bibliographical references must contain between 20 and 30 bibliographical titles, *which will be displayed in alphabetical order of the author's last name* .

In the case of bibliographic references on the Internet, the complete Internet address is indicated, specifying in parentheses the date of accessing the respective address.

The rules regarding the bibliographic assurance of the thesis are presented in Annex 6.

**Appendices** - contain materials that can complement the ideas in the bachelor's thesis, and are referenced at least once in the text of the thesis. Appendices are not included in the volume of the work, they are presented in the order in which they are referenced in the main text. The annexes are numbered. Each annex is given a title and the source from which the respective document/table was taken.

*The volume of the bachelor's thesis*, according to ASEM Senate Decision No. 4/8 of March 25, 2009, is 50 - 60 pages.

*Table 1. Volume of the bachelor 's thesis sections*

No.	Compartment name	Volume, pages
1.	Title page	1
2.	Declaration on your own responsibility	1
3.	content	1
4.	List of abbreviations (optional)	1

5.	List of figures and list of tables (optional)	1
6.	Introduction	2-3
7.	Chapter I	17 - 18
8.	Chapter II	18 - 20
9.	Chapter III	15 - 18
10.	Conclusions	2 - 3
	<i>Total, pages</i>	<b>Max. 60</b>
9.	Bibliographic references	up to 5
10.	Annexes	

## 6. REQUIREMENTS FOR ELABORATION OF THE BACHELOR 'S THESIS

The bachelor's thesis is a scientific text, which requires a coherent and succinct ordering of ideas, avoiding any grammatical errors. Sentences must be concise and clear, avoiding the use of an overly metaphorical style. It is recommended to use expressions such as: "therefore", "although", "as follows from the above", etc.

The material in the bachelor's thesis is presented in the third person, using impersonal language. Thus, the expressions "I consider", "in my opinion", etc. will be *avoided*.

The writing of the bachelor's thesis must meet the following requirements:

- The bachelor's thesis is edited computer-edited on white paper, A4 format, on one side of the sheet.
- The bachelor's thesis is perfected using the Times New Roman font with a size of 12 pt. The space between lines is 1.5 intervals. The text is aligned according to both side fields.
- The thesis pages have the following margins: left – 30 mm, top – 25 mm, right – 15 mm, bottom – 25 mm.
- All pages of the thesis are numbered, starting with the title page and ending with the last page, without admitting their absence or repetition. The page number is not indicated on the title page. The page number is indicated in the bottom field, in the center.
- The titles of the chapters are written in capital letters (font 12-14 pt., bold, centered), of the subchapters - in lowercase letters, except for the first letter (font 12 pt., bold, centered). There is no full stop after the name of the chapter or subchapter. The chapters are numbered with Roman numerals, and the subchapters with Arabic numerals.
- Each chapter begins on a new page, subchapters follow successively. Underlining of titles is not allowed.
- All tables, formulas, figures (drawings, diagrams, etc.) are numbered, indicating the chapter number and its sequence number. For example, Table 1.2 ( table two of chapter one). (Annex 7)
- The title of the table is placed above the table, and the title of the figure is placed below the figure. It is mandatory to indicate the units of measurement and the bibliographic sources.
- Tables and figures in the annexes are numbered taking into account the annex number, for example, Table A 1.2 (table 2 of Annex 1).

- The table that occupies more than 2/3 of the page is placed in the Annexes.
- Formulas/equations will be centered and their numbering will be placed at the end of the line. Explanation of the symbols used is presented below the formula in the order in which they follow. Models for the presentation and numbering of tables, figures and formulas are presented in Annex 7.
- It is mandatory to use letters with diacritics specific to the Romanian language (ă, â, î, ș, ț and their capital letters).
- Punctuation marks (".", ";", ":", "?", "!") are necessarily followed by a space.
- Abbreviations of words are not accepted.
- No notes, corrections, letter outlines, erasures, stains, additions to the page, etc. are allowed in the thesis.
- The printing of the thesis on paper must be of high quality. Letters, signs, formulas, figures must have the same intensity throughout the line, page, and the work as a whole, and formula indices must be legible.
- The bachelor's thesis is covered *in euro binding with a plastic spring* and is submitted to the relevant departments in a single copy.

## 7. ETHICAL REQUIREMENTS

The bachelor's thesis is expected to provide a comprehensive representation of the student's scholarly endeavors. It is imperative that all bibliographic sources utilized are meticulously documented in the bibliographic list; failure to do so may result in allegations of plagiarism.

The ASEM Senate has established a set of regulations aimed at addressing instances of plagiarism, repeated defense of the same bachelor's thesis, and the replication of entire passages from diverse sources. This initiative is intended to prevent such occurrences and maintain the integrity of academic integrity. According to the prevailing regulation, academic plagiarism is defined as "the act of appropriating intellectual work products, which involves the presentation, in a written work or an oral communication, including in electronic format, of original intellectual creations extracted from written works, including in electronic format, of other authors, without proper attribution and without referencing the original sources."

In order to avoid any allegations of plagiarism, it is essential that the student provides proper citation and reference to the relevant bibliographic sources. Citations and bibliographic references are mandatory components of any scientific work. Citation serves to identify the publication from which a quote or an idea has been extracted. The act of citing is considered a fulfillment of copyright obligations, and plagiarism is regarded as a transgression against the professional ethics of the scholar.

Citations and references can be indicated as follows:

- In square brackets, inserted in the text, are the source number in the Bibliography and the page, for example, "[5, p. 102]" or
- The bibliographic data, including the page indication, must be contained in the footer of the page. This can be accomplished using Microsoft Word applications such as "Insert," "Reference," or "Footnote." For the purpose of composing references in the footer, the Times New Roman typeface, in its 10-point font size, is employed.

Each student is required, with the consent of the scientific supervisor, to submit the bachelor's thesis in electronic format, in the ASEM Repository (anti-plagiarism system), until submission to the department, in order to establish the degree of coincidence of the thesis with other sources. In the event that a document contains less than 60% original text, it is considered to be an instance of plagiarism.

The head of the department is responsible for drafting a report on the plagiarism incident and submitting it to the Faculty Jury for review.

The jury will deliberate on the alleged plagiarism case and reach one of the following conclusions:

The thesis is permitted to proceed to the defense stage if:

- There is an absence of evidence demonstrating plagiarism.
- There is evidence of minor, involuntary acts of plagiarism.

In the event that plagiarism is proven, the thesis will not be accepted for defense.

The student will be informed of the decision within 24 hours by posting on the department's bulletin board.

In the event that the Bachelor's/Master's Examination Committee identifies plagiarism during the thesis defense examination, the thesis will be awarded a grade of 1 "one".

It has been determined that a student who has been found to have plagiarized their thesis on more than one occasion will not be permitted to take the thesis defense examination in the future.

4.1.1.1.1.1 Plagiarism in the context of a bachelor's thesis constitutes a grave intellectual dishonesty, resulting in immediate elimination from the thesis defense examination. This infraction is documented in the student's personal file.

## 8. ADMISSION PROCEDURE FOR DEFENDING THE BACHELOR'S THESIS

### *1. Submission to the ASEM Anti-Plagiarism System*

At least three weeks prior to the final examination, each graduate student is obligated to submit their bachelor's thesis, in accordance with the provisions outlined in the *"Instruction on the placement of bachelor's/master's theses for plagiarism verification,"* to the ASEM Repository in electronic format.

### *2. Submitting the bachelor's thesis to the specialized department*

The bachelor's thesis, which must be completed in accordance with the provisions outlined in this Guide and accompanied by the Calendar Plan that has been approved by the scientific supervisor, is to be submitted for registration to the specialized department only after it has been registered in the Anti-Plagiarism System. The submission and registration of bachelor's theses in the Register of Bachelor's Theses at the specialized department is contingent upon the inclusion of the signature of the scientific supervisor and the student on the title page. Additionally, the submission must be accompanied by a report detailing the placement of the thesis in the ASEM Repository.

### *3. Admission to defend the bachelor's thesis*

The head of the department will grant approval for the defense of a bachelor's thesis under the following conditions:

- The scientific supervisor's favorable opinion is documented in Annex 8.
- The results of the Report on the degree of coincidence of works uploaded by users attested to a low level of coincidence, with as much as 60% of the text being original.

## 9. BACHELOR'S THESIS DEFENSE

Admitted bachelor's theses are presented before the Bachelor's Examination Commissions, the composition of which is approved by order of the Rector of ASEM. The schedule for the defense of the theses will be made available for viewing on the Notice Board of the specialized department/faculty and/or the department/faculty's website. Failure to appear at the designated date, time, and location may result in the graduate's elimination from the bachelor's examination.

The defense of the bachelor's thesis is a public event at which the student presents their research and answers questions from the committee. The student is allotted a time frame of 10 to 15 minutes for the presentation of their academic project. Verbal communication is accompanied by a presentation that utilizes tools such as PowerPoint or Prezi. In order to optimize the temporal allocation for the presentation, it is advised that the student formulate a structured plan for the presentation of the report, which would comprise the following elements:

- Title of the bachelor's thesis;
- The importance and relevance of the topic;
- The purpose and objectives of the thesis;
- The investigated object and the researched subject;
- Research results;
- Conclusions.

Subsequent to the presentation of the report, the student is expected to respond to inquiries posed by the members of the Bachelor's Examination Committee. The responses are expected to be lucid, succinct, and focused, and the student is required to exhibit both adequate preparation for the profile and a satisfactory level of preparation for the bachelor's thesis topic.

Subsequently, the scientific supervisor's opinion is to be presented, followed by the student's presentation of their own point of view regarding the indicated objections..

## 10. STUDENT EVALUATION AT THE BACHELOR'S EXAM

The ASEM bachelor's degree examination comprises a single test: the public defense of the bachelor's thesis.

The Commission's determination regarding the student's evaluation is founded on the evaluation of the degree to which the study objectives have been accomplished, the generic and specific competencies acquired by the graduate during their studies, and the competencies necessary to conduct research and apply theoretical knowledge in the process of developing practical solutions specific to the field of professional training.

The grade assigned by the scientific supervisor is intended to serve as a general indication. The final grade is determined by the arithmetic mean of the grades assigned by the Committee members. This mean is established through mutual agreement during a closed meeting of the Commission for the Bachelor's Examination.

The evaluation of students will be conducted by the Commission members according to the criteria outlined in Table 2.

*Table 2*

**Student evaluation criteria for the bachelor's degree exam and the weight of each criterion**

No. of documents.	Evaluation criterion	share
1.	Critical understanding of notions, concepts, theories and principles specific to the training field	0.1
2.	Demonstration of generic and specific competencies acquired by the graduate during his studies (in accordance with the National Qualifications Framework)	0.2
3.	Demonstrate the ability to apply theoretical and methodological knowledge in the research process and develop practical solutions specific to the field of vocational training (research problem, research objectives and methodology, practical relevance)	0.2
4.	Using knowledge relevant to the field of training in the establishment and support of arguments and conclusions in the process of developing and defending the bachelor's thesis (bibliography, data analysis and synthesis, prompt and adequate answers to questions)	0.3
5.	Demonstrating communication skills in the process of developing and defending the bachelor's thesis (writing the thesis, well-structured message, appropriate language, use of technical means, politeness)	0.2

The final grade (NF) will be calculated according to the formula:

$$NF = \sum k_i p_i (1)$$

where:

$k_i$  - weight of criterion "i";

$p_i$  - the score of criterion "i", calculated as the arithmetic average of the scores assigned by the committee members.

***\*\*\* The final grade is rounded to the nearest whole grade, fractions of 50 hundredths are rounded in favor of the student.***

The results of the aforementioned examination are communicated to students during a designated meeting of the Bachelor's Degree Exam Committee, held subsequent to the examination's administration.

In the event that plagiarism is detected during the thesis defense process, the Bachelor's Examination Committee will assign the thesis a grade of 1 (one).

It is the prerogative of the student to contest the outcomes of the evaluation process pertaining to the bachelor's thesis. It is imperative that applications for challenge be submitted in writing to the secretariat of the Bachelor's Examination Commission within a maximum of 24 hours from the communication of the results. The challenges shall be examined by the Bachelor's Examination Commission within 48 hours from the submission of the application, in the presence of a member of the Commission for the Supervision of the Examination of Challenges, designated by order of the Rector of ASEM. The authority to alter the grade of a bachelor's thesis is reserved by the Bachelor's Examination Commission, which is responsible for conducting a thorough re-examination of the thesis. The decision regarding any modifications to the grade is made by the Commission. The Commission's decision shall be regarded as final.

## II. REPEATED DEFFENCE

In the event that a student fails to defend their bachelor's thesis within the designated session, they are entitled to make a maximum of two attempts to do so within a period of five years following their graduation. This right is subject to the condition of payment for the examination expenses, as stipulated by ASEM. At the second defense, the student will request the reconfirmation of the bachelor's thesis topic, at least six months before the start of the bachelor's exam. This request will be submitted in the name of the rector, endorsed by the head of the specialized department and the dean of the respective faculty.

## BIBLIOGRAPHICAL REFERENCES

1. BELOSTECINIC Gr., SAVCIUC Ox . *Methodical guide for completing the bachelor's thesis and the master's thesis for students of the Faculty of "Business and Business Administration", Specialty "Marketing and Logistics"* . Chisinau: ASEM, 2010. 17 p.
2. BUCUR V., GRABAROVSKI L. *Methodical instructions regarding the development of the bachelor's thesis for students of the "Accounting" specialty* . Chişinău: ASEM, 2009. 32 p.
3. CHICIUC A. and others *Guide to the development and defense of theses/degree projects* , developed within the framework of the project I444544 TEMPUS 2008 – FR - JPHES "Development of partnerships with enterprises in the Republic of Moldova". Chişinău: CEP UTM, 2010. 29 p.
4. ECO U. *How to write a bachelor's thesis* . Iaşi : Polirom , 2006. 263 p.
5. HÎNCU R., STRATULAT O. BOTNARI N. and others *Methodical indications regarding the development and completion of the bachelor's thesis for third-year students* , specialty "Finance and Banks", Chisinau: ASEM, 2008. 15 p.
6. RAD I. *How to write a scientific text* . 2nd ed., Iaşi: Polirom, 2008. 294 p.

## ANNEXES

### Annex 1. Application for approval of the bachelor's thesis topic

**To the head of the department**

\_\_\_\_\_  
\_\_\_\_\_  
(scientific title, name and surname)

**The undersigned** \_\_\_\_\_  
**student gr.** \_\_\_\_\_, **form of education (full-time/ part -time )**  
\_\_\_\_\_, **please approve the topic of the bachelor's thesis:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(based on materials \_\_\_\_\_)

**I request that you appoint him as scientific supervisor. Mr./Ms.**

\_\_\_\_\_  
\_\_\_\_\_  
(scientific title, name and surname)

Date \_\_\_\_\_  
(student's signature)

**Email** \_\_\_\_\_  
**Phone** \_\_\_\_\_

***Appointed as scientific coordinator***

\_\_\_\_\_  
(scientific title, name and surname)

Date \_\_\_\_\_  
(signature of the head of department)

Date \_\_\_\_\_  
(signature of the scientific supervisor)

**I request that the topic of the above thesis be changed to:**

\_\_\_\_\_  
\_\_\_\_\_

**topic translated into English** \_\_\_\_\_

\_\_\_\_\_

Date \_\_\_\_\_  
(agreement of the head of department)

Date \_\_\_\_\_  
(agreement of the scientific supervisor)

Annex 2. Schedule for the elaboration of the bachelor's thesis

**APPROVED**  
Head of department

\_\_\_\_\_  
\_\_\_\_\_  
Minutes No. \_\_\_\_,  
from \_\_\_\_\_  
20\_\_

**Bachelor 's thesis development plan**

\_\_\_\_\_  
*(student's first and last name)*

**Thesis topic** \_\_\_\_\_

**Stages of thesis development and presentation:**

No.	steps	Completion deadline	
		PLAN <i>(deadline)</i>	ACCOMPLISHED <i>(date of completion)</i>
1.	Studying bibliographic sources		
2.	Setting goals		
3.	Approval of the thesis plan		
4.	Development and presentation of Chapter I		
5.	Development and presentation of Chapter II		
6.	Development and presentation of Chapter III		
7.	Presentation of the final version of the coordinator's thesis		
8.	Coordinator's approval for placing the thesis in the Anti-Plagiarism System and submission to the department		
9.	Submitting the original thesis to the		
10.	Placing the thesis, in electronic format, in the ASEM Repository		

**The undersigned, I assume responsibility to carry out all planned activities within the framework of the development of the bachelor's thesis within the terms specified above. In case of failure to comply with the terms, I will not claim to be admitted to defend the bachelor's thesis within the Commission.**

Date \_\_\_\_\_

Student \_\_\_\_\_  
*signature*

Scientific Coordinator \_\_\_\_\_  
name, surname, position, scientific title, signature

Annex 3. Title page



**FACULTY OF BUSINESS AND BUSINESS ADMINISTRATION  
MANAGEMENT DEPARTMENT**

*(Times New Roman, bold, 14 pt., centered)*

**Dan VÎRLAN**

*(Times New Roman, bold, 18 pt., centered)*

**MANAGERIAL PARTICULARITIES IN SMALL  
AND MEDIUM-SIZED ENTERPRISES  
(based on materials from SRL "Primavara")**

*(Times New Roman, bold, 18 pt., centered)*

**BACHELOR'S THESIS**

*(Times New Roman, bold, 16 pt., centered)*

**Specialty 0413.1. Business and Administration**

*(Times New Roman, bold, 14 pt., centered)*

**ADMITTED to defense**  
Head of Department "Management"  
Assoc. Prof. First Name Last Name

\_\_\_\_\_  
" " \_\_\_\_\_ 20\_\_\_\_  
*(Times New Roman, 12 pt.)*

**Author:**  
student group BA 165,  
part - time education  
**Dan VÎRLAN**

\_\_\_\_\_  
*(signature)*

**Scientific coordinator:**

PhD, Associate Professor **Ion PÎSLARU**

\_\_\_\_\_  
*(signature)*

**CHISINAU - 2019**

*(Times New Roman, bold, 14 pt., centered)*

## Annex 4. Affidavit

## a) the student

The undersigned, \_\_\_\_\_ graduate of the Faculty \_\_\_\_\_ of the Academy of Economic Studies of Moldova, specialty **Business and Administration**, I declare on my own responsibility that the bachelor's thesis on the topic: \_\_\_\_\_

\_\_\_\_\_ was developed by me and has never been presented at another faculty or higher education institution in the country or abroad, and the copy presented and registered at the department fully corresponds to the electronic version placed in the Anti-plagiarism system .

I also declare that the sources used in the thesis, including those from the Internet, are indicated in compliance with the rules for avoiding plagiarism:

- the text fragments are reproduced exactly and are written in quotation marks, with the precise reference to the source;
- the rendering/reformulation in one's own words of texts by other authors contains the precise reference;
- summarizing the ideas of other authors contains the precise reference to the original.

\_\_\_\_\_  
Signature

## b). the scientific coordinator

The undersigned, \_\_\_\_\_ at the department of \_\_\_\_\_, as scientific supervisor of the bachelor's thesis of the student \_\_\_\_\_, with the topic \_\_\_\_\_

\_\_\_\_\_, declare that the presented thesis corresponds in structure and content to the approved plan and the stipulated objectives and hereby accept the placement of the thesis in the ASEM Repository .

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

Annex 5. Table of contents template

<b>Declaration of personal responsibility.....</b>	<b>3</b>
<b>List of abbreviations (optional).....</b>	<b>4</b>
<b>List of figures (optional).....</b>	<b>5</b>
<b>List of tables (optional ).....</b>	<b>6</b>
<b>INTRODUCTION .....</b>	<b>7</b>
<b>1. TITLE .....</b>	
1.1. Subchapter .....	
1.2. Subchapter .....	
1.3. .... .	
<b>2. TITLE .....</b>	
2.1. Subchapter	
2.2. Subchapter	
2.3. .... .	
<b>3. TITLE</b>	
3.1. Subchapter	
3.2. Subchapter	
3.3. .... .	
<b>CONCLUSIONS .....</b>	
<b>BIBLIOGRAPHY.....</b>	
<b>ANNEXES .....</b>	

Annex 6. Models for presenting bibliographic references in accordance with the SM ISO 690:2012 Information and documentation standard.  
Rules for presenting bibliographic references and citing information resources  
(ISO 690:2010, IDT)

Example NORMATIVE ACTS

1. Law on small and medium-sized enterprises: No. 179 of 21.07.2016 *Official Gazette of the Republic of Moldova* . 2016, No. 306-313.
2. Decision of the Government of the Republic of Moldova on the organization and functioning of the Ministry of Justice: no. 736 of 03.10.2012. *Official Gazette of the Republic of Moldova* . 2012, no. 212-215, 13-16.

MANUALS, MONOGRAPHS, DIDACTIC WORKS, BROCHURES

Basic bibliographic reference scheme for monographs (books): main elements

AUTHOR(S). Title. . Place of publication: Publisher, year of publication. Pagination ( optional ). Standardized number (ISBN).

*Example 1 (publications with authors)*

1. BELOSTECINIC, Gr ., SAKOVICI, V., MOISEENCO, E. *Economic security of the state: theory, methodology, practice* . Chisinau: ASEM, 2011. ISBN 978-9975-75-574-0.
2. CHISTRUGA, B., PISANIUC; M., SÎRBU, O., DODU-GUCEA, L., BRAȘOVȘCHI-VELENCIUC, V., HARCENCO, D. *Regional economic integration and cooperation* . Chisinau: ASEM, 2010. ISBN 978-9975-75-545-0.
3. MOLDOVANU , Dumitru . *Famous doctrines and economists* . Chisinau: ARC , 2011. ISBN 978-9975-61-634-8.
4. HÎNCU, V., CIUBOTARU, M. *Budgetary performance in the public sector: theoretical-methodological and applicative approaches*. Edited by L. COBZARI. Chișinău: ASEM, 2017. ISBN 978-9975-851-2.
5. TALEB, Nassim Nicholas. *The Black Swan: the impact of highly improbable* . 2nd ed. London: Penguin Books, 2010. ISBN 978-0-141-03459-1.
6. SOLOMON, D.I. *Small programming and non-differentiable optimization* . Chișinău : Еврика , 2010. ISBN 978-9975-941-53-2.

*Example 2 (without authors)*

1. *Statistical Yearbook of the Republic of Moldova 2012*. Chisinau: Statistics, 2012. 560 p. ISBN 978-9975-78-932-5.
2. *Production : yearbook 2003* . Rome: FAO, 2004. 260 p. ISBN 92-5-005216-2.

*Example 3 (theses, self-referential)*

1. DAVID , Constantin. *Rationalization of the information system in the Republic of Moldova in the perspective of integration into the European Union* : autoref . of the thesis . of doctorate in economics. Chișinău, 2013. 30 p.
2. ЗАКЕРНИЧНАЯ, Anna . *Accountant account financial tools* : dis . ... Mrs. Ekho . science Kishinev , 2011. 161 p.

Example PUBLICATIONS IN CONFERENCES, SYMPOSIUMS PROCEEDINGS

1. SAVCIUC, Oxana . Innovation marketing as a tool for promoting the partnership between economy and science. In: *Competitiveness and innovation in the knowledge economy : international scientific conference*, 28-29 Sept. 2012. Ch.: ASEM, 2012, vol.1, pp. 163-167. ISBN 978-9975-75-627-3.
2. NEDERIȚA, Alexandru. General aspects regarding the transition to the new national accounting standards. In: *Accounting and auditing in the context of European economic integration: progress and expectations : conf. șt. int.*, 5 Apr. 2013. Chișinău: ASEM, 2013, pp. 13-16. ISBN 978-9975-4242-7-1.
3. ȚURCANU, Viorel. The role of accounting in the process of economic integration. In: *Accounting and auditing problems in the context of globalization : international conference*, 15-16 Apr. 2005. Chisinau: ASEM, 2005, pp. 8-10. ISBN 9975-75-289-6.

Example ARTICLES FROM PERIODICAL EDITIONS

1. PĂRȚACHI, Ion., ȘIȘCAN, Natalia. The evolution of structural changes in the foreign trade of the Republic of Moldova. *Economica*. 2012, No. 3, 39-46. ISSN 1810-9136.
2. COTELNIC, Ala. Quality in higher education: current situation and perspectives (case of the Republic of Moldova). *Review of General Management* . 2012, 16 (2), 76-86. ISSN 1841-818x.
3. HOLMSTROM, B., MILGROM, P. The firm as an incentive system . *American Economic Review* . 1994. 84(4), 972-991. ISSN 0002-8282.
4. BIILAȘ, Ludmila, DOROGAIA, Irina. Organizational culture as a factor of enterprise competitiveness. *Annals of the Academy of Economic Studies of Moldova*. 2013, 11th ed., no. 1, 50-56. ISSN 1857-1433.

Example ELECTRONIC RESOURCES

1. Șișcan , Nadejda. The evolution of concepts regarding national wealth and the issue of competitiveness. *Economics* [online]. 2012, no. 4, 7-14 [accessed 30 Apr. 2018]. ISSN 1810-9136. Available: [http://ase.md/files/economica/2012/ec\\_2012\\_4l.pdf](http://ase.md/files/economica/2012/ec_2012_4l.pdf)
2. NATIONAL RESEARCH COUNCIL [ U.S.], Committee on the Training Needs of Health Professionals to Respond to Family Violence. Current Educational Activities in the Health Professions. In: *Confronting Chronic Neglect: The Education and Training of Health Professionals on Family Violence* [online]. Washington, DC: National Academy Press, 2002, pp. 35-44 [ accessed 23 June 2018 ]. Available: [http://darwin.nap.edu/openbook.php?record\\_id=10127&page=35](http://darwin.nap.edu/openbook.php?record_id=10127&page=35)

Annex 7. Models for presenting and numbering tables, figures and formulas

*Table presentation template*

Table 1.3

Number of employees of SMEs in 2017 by ownership form

thousands of people

Forms of ownership	SMEs - total	of which:		
		medium- sized enterprises	small businesses	micro enterprises
Total SMEs	323.3	103.5	112.0	107.8
public property	35.2	24.5	9.3	1.4
private property	252.8	62.3	91.3	99.3
mixed ownership (public and private) without foreign participation	3.1	2.4	0.5	0.1
foreign property	19.4	9.3	6.0	4.2
ownership of joint ventures (with the participation of foreign capital)	12.8	5.0	5.0	2.8

Source: National Bureau of Statistics of the Republic of Moldova, Entrepreneurship "Indicators regarding the activity of small and medium-sized enterprises in 2017". Available: [www.statistica.md](http://www.statistica.md) (accessed 30.11.2018)

*Figure presentation model*

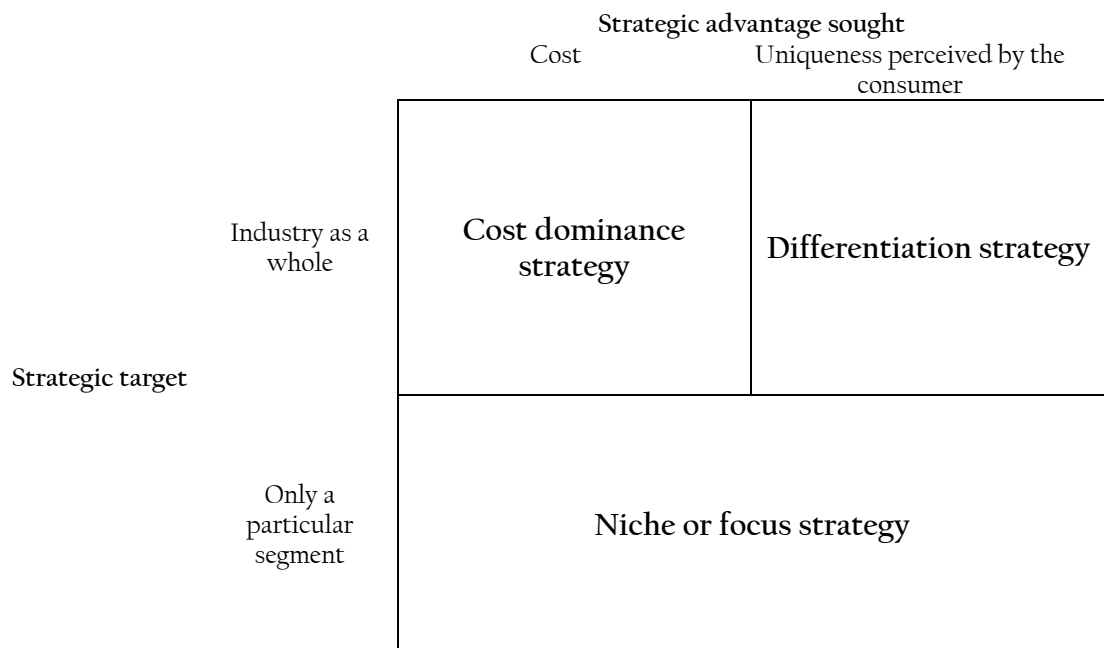


Figure 2.1. Generic strategies for securing competitive advantages

Source: Porter, M. Competitive Advantage. Handbook of Firm Survival and Growth in a Market Economy. Bucharest: Teora, 2001, p. 25

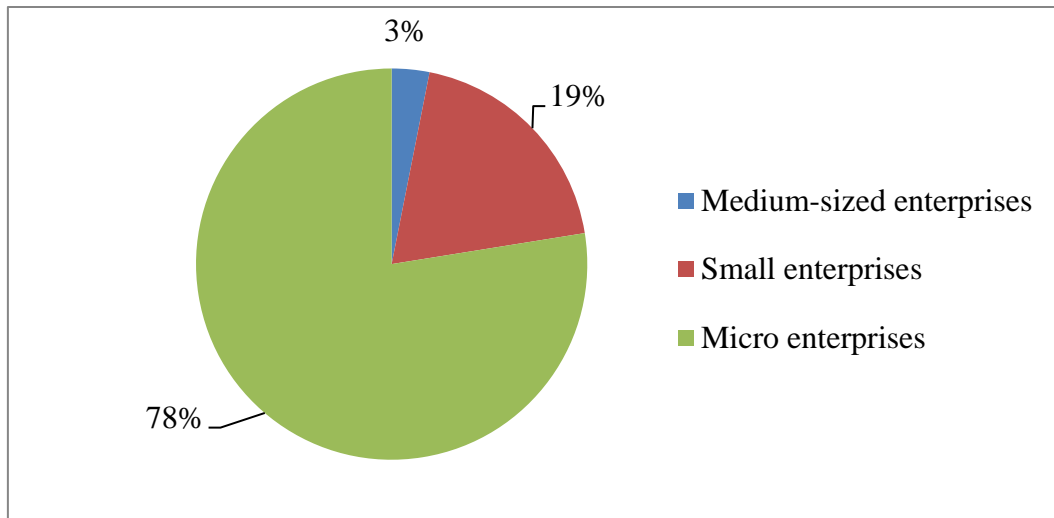


Figure 2.2. Share of SMEs in the Republic of Moldova, % (2017)

Source: Prepared by the author based on data from the National Bureau of Statistics [11]

*Formula presentation model*

$$(2.1.) \quad PR = \frac{CFt}{Pu - CVu}$$

where:

$PR$  - break-even point

$CFt$  - total fixed expenses

$Pu$  - unit price

$CVu$  - unit variable costs

Appendix 8. The opinion of the scientific coordinator

<p><b>Academy of Economic Studies of Moldova</b>  Faculty _____  Department _____</p>					
<p><b>OPINION</b>  <b>on the bachelor's thesis with the topic</b></p> <p>_____</p>					
<p>prepared by student (a) _____, gr. _____,  education _____,</p>					
<p>Regarding the content of the bachelor's thesis, we propose the following assessments:</p>					
No. crt.	Assessment criterion	Proposed grade			
		Very good (10-9)	Okay (8-7)	Satisfactorily (6-5)	Unsatisfactory (4-1)
1.	Structure of the paper: conceptual coherence and presentation method				
2.	Theoretical approach to the topic				
3.	Translating the issue into a practical application				
4.	Correspondence of the content of the work with the proposed purpose and objectives				
5.	Using analytical information in presenting the material				
6.	Diversity, relevance and timeliness of bibliographic sources				
7.	The author's personal contribution (own research (qualitative research, quantitative research), correct interpretation of the results)				
8.	Compliance of the thesis with the provisions of the Guide				
9.	Relevance of the conclusions				
<p>Additionally, we mention:</p> <p>_____</p> <p>_____</p> <p>_____</p>					
<p>In conclusion, I consider that the bachelor's thesis fully/partially/does not meet (to be emphasized) the conditions to be defended before the Bachelor's Examinations Committee.</p>					
<p><b>Grade proposed by the leader :</b> _____</p>					
<p><b>Scientific coordinator:</b> _____  <small>(scientific title, name and surname) (signature)</small></p>					
<p><b>Date</b></p>					